

SIGN CRITERIA

FOP

PALM CENTER

DEVELOPER

KOELLER DEVELOPMENT

16912 BOLSA CHICA

SUITE 203

HUNTINGTON BEACH. CA 92649

714 840-7527


SIGN CONTRACTOR

A.C. ADVERTISING GRAPHICS

1785 ARROW ROUTE SUITE D-3

UPLAND, CALIFORNIA 91786

(714) 946-7616



APPROVED

[Signature]
PLANNER

July 16, 1987
DATE

NO
CITY OF COVINA
PLANNING DEPARTMENT

SIGN CRITERIA

These criteria have been established for the purpose of complying with the Palm Center and the Covina city sign ordinances and assuring an outstanding shopping center, and for the mutual benefit of all tenants. Conformance will be strictly enforced; and any installed nonconforming or unapproved signs must be brought into conformance at the expense of the tenant.

1. GENERAL REQUIREMENTS FOR ALL TENANTS

- A. Each tenant shall submit or cause to be submitted to A.C. Advertising Graphics for approval before fabrication at least four copies of detailed drawings indicating the location, size, layout, design and color of the proposed signs, including all lettering and graphics.
- B. All permits for signs and their installation shall be obtained by the tenant or tenant's representative prior to installation.
- C. Tenant shall be responsible for the fulfillment of all requirements and specifications.
- D. All signs shall be constructed, installed and maintained at tenant's expense.
- E. All signs shall be reviewed by the developer for conformance with this criteria and overall design quality.
- F. Tenant's sign contractor to be responsible to obtain all required city approvals.
- G. Wording of sign shall not include the product sold except as part of the tenant's trade name or insignia.
- H. Landlord reserves the right to designate a sign company to coordinate the design, construction and installation of tenant's sign.
- I. Tenant's Sign Contractor shall repair any damage caused by his work.
- J. Electrical service to all signs will be connected to tenant's meter.

2. GENERAL SPECIFICATIONS

- A. Tenant signs will be internally illuminated channel letters, minimum 24 gauge paint loc, 5" deep, fabricated utilizing spot welded construction. All letters to be primed and painted with white interior and medium bronze exterior.
- B. All electrical interconnections to be taken through the Heritage sign wireway. No holes will be allowed in the building structure!
- C. Plastic faces cut from 1/8th" acrylic plastic finished with 3/4" bronze plasco trim cap. Color of faces 202 red, 303 orange, 406 goldenrod, 506 green, and 605 blue.
- D. Tenants may choose from the following copy styles for their signs: Eurostile Bold, Helvetica Medium, Helvetica Bold, Optima Semi, Souvenir Demi, Clarendon Bold.
- E. No two adjacent signs shall use the same color. Approval will be granted on a "first come-first approved" basis.
- F. All illumination to be provided by 13mm neon. No exposed lamps or tubing will be permitted. All conductors, transformers and other equipment shall be concealed within letters and wireway.
- G. All signs to be installed under the directions of the project Contractor's superintendent or representative.
- H. Letters shall be a minimum of 12" and a maximum of 20" high only.
- I. Shop signs shall be attached in designated areas only and may not exceed 70% of the leased frontage.
- J. Except as provided herein, no advertising placards, banners, pennants, names, insignia, trademarks, or other descriptive material shall be affixed or maintained.
- K. One or two rows of letters will be permitted. Single row copy may be 12 to 20" high. Two rows of copy must not exceed 30" in overall height. Individual shop logos may be located anywhere within the "net sign area". Height may not exceed 16"; length may not exceed 48".
- L. Each tenant will be permitted to place upon each entrance of its demised premises not more than 144 square inches of gold leaf or decal application lettering not to exceed 2" in height, indicating hours of business, emergency telephone numbers, ect.

- M. Signs on windows will be professionally prepared. Window graphics will be considered on a case by case basis by the developer. No sign shall be installed, relocated, or maintained so as to prevent free entrance to or exit from any door. No sign of any kind shall be attached to a stand pipe except those signs as required by code or ordinance. In no case shall the window signs exceed 20% of the window area.
- N. Vehicle signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicles, are prohibited.
- O. Flags, banners, pennants, and balloons, or a combination of same, used for advertising will not be permitted without Owner and City approval.
- P. Sandwich boards temporary or permanent are prohibited.
- Q. Awning signs temporary or permanent may be affixed to existing awnings. 8" lettering allowed on the border trim of awning or canopy (not to exceed 40% of trim area) in lieu of a wall sign. However, a pedestrian oriented sign not to exceed 6" may be suspended from overhang or wall mounted.
- R. No signs with alternating colors of letters or words allowed.
- S. MAJOR TENANTS The provisions of this Exhibit, except as otherwise expressly provided in this Exhibit, shall not be applicable to the identification signs of markets, drug stores or other occupancy designated by the landlord as a "Major Tenant" that may be located in the shopping center, it being understood and agreed that these occupants may have their usual identification signs on their buildings, as the same exist from California; provided, however, there shall be no rooftop signs, or signs which are flashing, moving or audible and provided said sign is architecturally compatible and has been approved by the Project Architect.

3. MONUMENT SIGN

Each tenant will be entitled to one panel on each side of the double face marquee sign. The copy will be limited to a single line of copy, or two line of copy. Copy area shall not exceed 40% of the panel area. This copy will be computer cut green vinyl, applied to the ivory lumasite background, by A.C. Advertising Graphics.

4. GUARANTEE

Entire signage will be guaranteed for 2 years against defects in material and workmanship and 1 year guarantee on lamps by Sign Company. Defective parts shall be replaced without charge to tenant.

5. INSURANCE

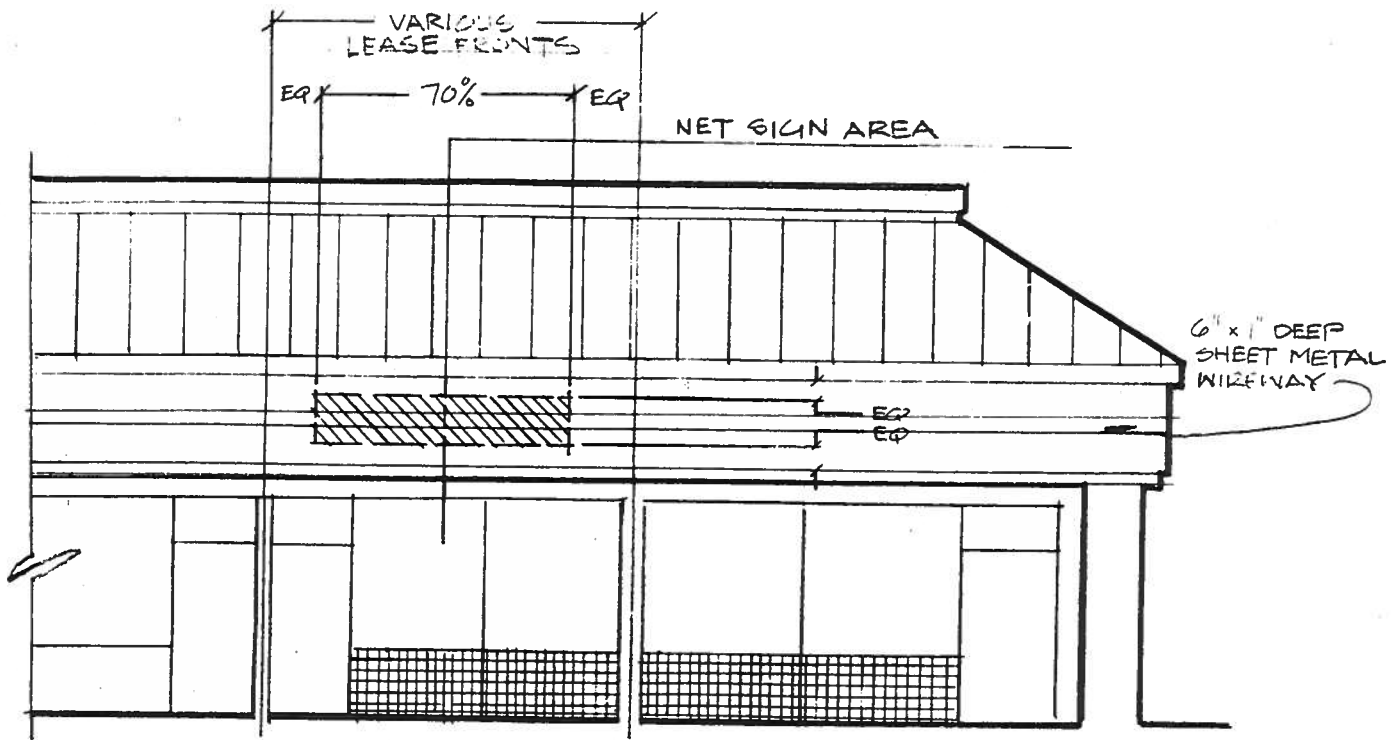
Sign company shall carry worker's compensation and public liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs in the amount of \$500,000.00.

6. DESIGNATED SIGN CONTRACTOR

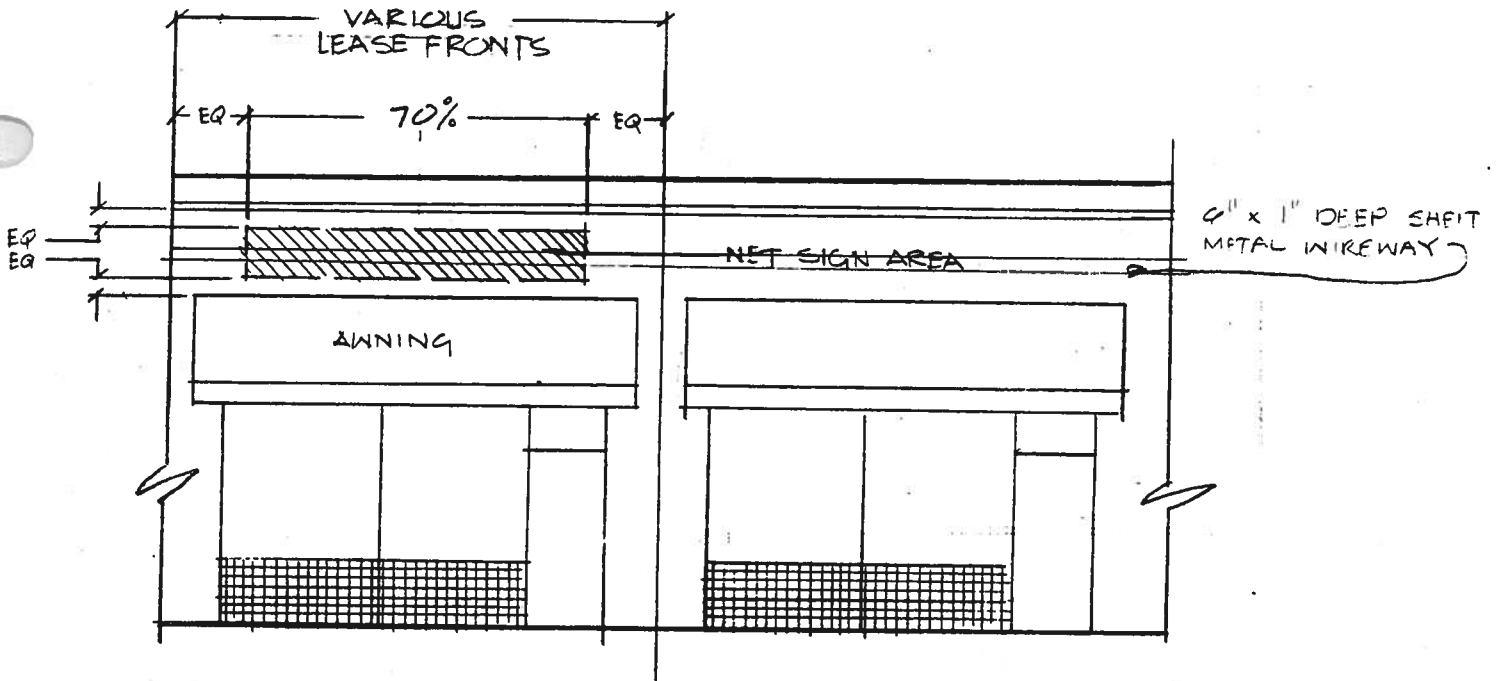
In order to minimize the cost of signage to the Tenant, to insure safe and high quality workmanship and materials and to further provide for conformity, the Landlord has designated the following Sign Contractor as the Project Sign Contractor:

A.C. ADVERTISING GRAPHICS
1785 ARROW ROUTE SUITE D-3
UPLAND, CALIFORNIA 91786
Attn: Mark
(714) 946-7616

4/542



TYPICAL ELEVATION



TYPICAL ELEVATION WITH FABRIC AWNING

MAXIMUM LETTER HEIGHT - 24" 20"
 MINIMUM LETTER HEIGHT - 12"

MAXIMUM LINE LENGTH - 70% OF LEASE FRONT
 BRONZE RETURNS WITH MATCHING 3/4" TRIM CAP